

**ABSTRACT**

A display module for an illuminated display device is provided having a flexible, non-self-supporting, at least substantially translucent sheet and a plurality of spaced apart, horizontally disposed divider members positioned on one side of the sheet. Each of the divider members may include a retaining structure for retaining portions of display members in a predetermined position. A plurality of display members having translucent portions are positioned between spaced apart sets of divider members. An illuminated display device is also provided which includes a housing having an opening, at least one lighting source inside the housing for projecting light through the opening, and a display module. A method of assembling a display module in accordance with the invention is further provided.